

Questions received from Councillor Flunder:

Q1. *“Could you please give the Panel an update on the development and launch of the 'new' website: Discover the Staffordshire Moorlands and explain what the content might contain and what is delaying its launch in time of the coming traditional tourism season?”*

Response from Councillor M Swindlehurst, Portfolio Holder for Leisure & Tourism:-

We have a fabulous opportunity for our very own microsite called 'Discover Staffordshire Moorlands' – this will enable us to showcase the wealth of opportunities our wonderful district has to offer.

The website domain has been secured and the website will be designed to reflect the unique characteristics of our district. Work is underway to develop content, include brand design and photography and it is expected to go live in the summer.

The webpage will form part of the wider Enjoy Staffordshire tourism website. This collaboration brings great benefits in that our local tourism businesses only have to input content once for it to feature on both the Discover Staffordshire Moorlands and Enjoy Staffordshire websites. This approach helps to rationalise costs as it does not require separate licence fees, makes best use of staff resource and more importantly, provides a streamlined process for uploading content for our tourism businesses. We understand that licences can cost £20k per year for websites of this nature, before adding to this graphic design and costs for photography and video content. There are no costs linked to the creation of our microsite as described. Linked to this, we are working with partners to benefit from a platform through which we can acquire rights to high quality photographs / video and drone footage. This will enable us to develop a high-quality image library of our visual assets and allow us to gain consent to share content with others on social media and websites.

By way of supplementary questions, Councillor Flunder asked for clarification on whether any progress had been made with the empty property on the corner of the Market Place?

The Portfolio holder advised that it was hoped a new tenant would be in place prior to the closure of the Butter Market.

In response to a query around the promotion of tourism whilst the works are being carried out in the market, the portfolio holder advised that the new website would be launched late Spring/Summer. Enjoy Staffordshire website was still available. Discussions were taking place with a view to increase overnight accommodation.